

## NEWS RELEASE

August 6, 2012

### Philippine Marketing Team Tours Montana Wheat Industry

*Media Partners: If you would like a schedule and additional background of the Philippine Trade Team stops in Montana, kindly send an e-mail to [cmarn@mt.gov](mailto:cmarn@mt.gov)*

Four milling and food industry marketing executives from the Philippines will visit Montana August 12 to 14 to learn more about the U.S. wheat industry and discuss activities and programs that promote wheat consumption in the United States.

“Per capita wheat growth has increased steadily in other South Asian countries, but has remained flat in the Philippines, the fifth largest market for U.S. wheat. These executives are members of a marketing committee formed to help Philippine millers and bakers increase demand for their products,” said Joe Sowers, U.S. Wheat Associates assistant regional director for South Asia in the U.S. Wheat Manila Office, who will accompany the team. “The team will use what it learns on this trip to help design new marketing campaigns to promote wheat foods consumption as a healthy part of the Filipino diet.”

U.S. Wheat is sponsoring this trade team with support from the Montana Wheat & Barley Committee. The team will meet with farmers and industry officials in the state to discuss a range of topics from the current wheat crop to transportation. The team hopes to see the hard red spring harvest while visiting farmers in Montana in addition to touring several grain elevators.

U.S. Wheat first opened its Manila office in 1961 and celebrated the 50<sup>th</sup> anniversary of its partnership with the Filipino milling and baking industries last February. The Philippines imported nearly 2.1 million metric tons of U.S. wheat in 2011/12, the highest sales in a decade, and exceeded a 97 percent U.S. market share. The Philippines is the second largest importer of U.S. hard red spring wheat in the world and imports more wheat than any other U.S. agricultural product.

U.S. Wheat is the industry’s market development organization working in more than 100 countries. Its mission is to develop, maintain, and expand international markets to enhance the profitability of U.S. wheat producers. The activities of U.S. Wheat are made possible by producer checkoff dollars managed by 19 state wheat commissions and through cost-share funding provided by USDA’s Foreign Agricultural Service. For more information, visit [www.uswheat.org](http://www.uswheat.org) or contact your state wheat commission.

# # #

*The Montana Wheat and Barley Committee is a grower-funded organization working to secure the future of Montana wheat in the global market through research, education and market development. It is funded by a voluntary assessment on each bushel of wheat produced in Montana.*

# # #